

Civil Air Patrol



Getting the Word Out!

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Getting the Word Out!

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SAMPLE FORMAT FOR GENERAL TYPE OF NEWS RELEASES

NEWS RELEASE

Full Name of Unit
Civil Air Patrol
Your Town, State

Your Name
Your Address
Phone Numbers

Release Date _____
(or FOR IMMEDIATE RELEASE)

NEWS RELEASE FORMAT *(If you like, you can put a "tag" here so the editor will know what the story is about. This is NOT intended as a headline for him!)*

(Allow one or two inches of space here.)

HOMETOWN, State – Begin your first paragraph with the name of your town and state, followed by a dash (or two hyphens). This is known as the "dateline." The first paragraph of your news release should tell in very abbreviated form the Who, What, When, Where and Why (or How) of the news story.

Indent each paragraph about one-half inch. The second, and succeeding paragraphs, should contain further details of the news story, in the descending order of their importance. This is known as the "inverted pyramid" style of newswriting. Please review CAPM 190-1, *Civil Air Patrol Public Affairs Program*, or any good book on journalism, for further details about this style of writing.

Do not hyphenate words at the end of lines. Keep your news release brief – not over one or two pages unless it is an extra special news story or a feature type news story. If you do continue your news release to another page, do not divide a paragraph at the end of the page. That is, do not continue the news release to another page in the middle of a paragraph. Put the word "MORE" (in parentheses) at the bottom of the first page so that the editor will know that there is more to the news release than just a single page.

(MORE)

If you continue your news release to a second page, put some kind of "tagline" at the top of the second page (and each one following – as above) so that the editor can identify the page as belonging with the first one. The easier you make the job for the editor, the better chance you have that your news release will be used.

But, do not try to do the editor's job. For instance, do not try to write a headline and do not try to tell editors where and how to use your news release. That is their job. If they rewrite your news release, or part of it, don't sweat it; that's par for the course.

Type your news release, double-spaced, on one side of the paper only. (Do not type Page 2 on the back of Page 1.) Use only plain, white paper, 8 ½ x 11 inches in size. Do not use odd size or special colored paper. DO NOT SEND CARBON COPIES OF NEWS RELEASES TO ANY EDITOR!!! Allow at least one inch margin on all sides of the paper.

You may conclude your news release with some statement similar to the: "Civil Air Patrol is a volunteer, non-profit organization and is, by law, an auxiliary of the United States Air Force."

At the end of your news release, put the symbol - 30 -, or marks like this: #####. Both are universally used to indicate the end of a news release. Do NOT write the words: "The End."

If your news release doesn't make it, don't give up and quit. Keep trying!

Good luck!

SAMPLES OF GOOD AND POOR PHOTOGRAPHS

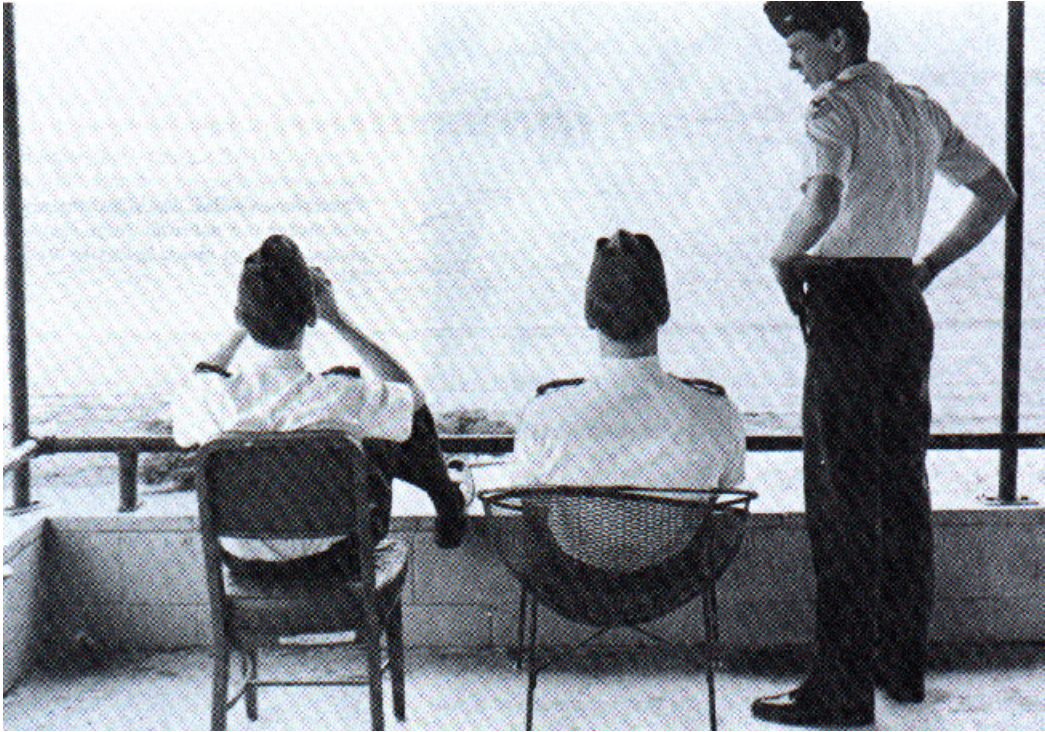


Figure 1A. A POOR PHOTO – This example of a poor photo has a number of faults. For one thing, it tells us nothing. There is no action going on; what is it all about? The photo shows only the backs of people with one person standing. The photo is grayish and lacks contrast. In addition, the top of the photo is washed out and cuts off the person's head that is standing.

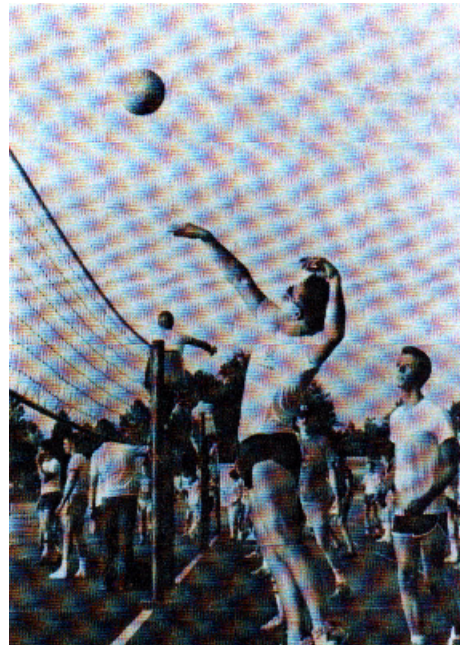


Figure 1B. A GOOD PHOTO – This example of a good photo tells us without words that, "the volleyball player is hitting the ball back over the net." The photo is well composed, shows action, good B/W contrast, and there is no wasted space. A "fill" flash to brighten the man's face a little could possibly have helped but the photo is excellent as is.



Figure 2, CLOSE, not NO...Most newspapers will not use this type of shot even though it is not really gross. Why? The participants are mugging the camera when they should be looking at each other. There is a better way. Read on!

Figure 3. There IT IS! The participants are looking at each other and the presenter (left) has his hand supporting the just presented medal. This focuses attention on the recipient (right) and his medal, where it should be.

REMINDER: The person being honored is the most important part of your photograph.



Figure 4. THE MOST UN-USED photo in the file. This is a great picture of two people shaking hands. No one knows what the importance of the occasion is. Plus, look at the "dead space" between the two men. What you have is a nice three (3) column photo of nothing. GET THE PEOPLE CLOSE TOGETHER in your photos.



Figure 5. Some papers will use this shot when nothing else is available. However, this is not really a good photo because the recipient's eyes are closed and his right shirt pocket is unbuttoned. Should a CAP PAO try to get this printed? No, this would project a bad image of the unit.

Figure 6. CLOSE (only counts in horseshoes) – if a CAP PAO is going to try to set up the right shot, why not set up the right shot! Everything here is right except that the presenter's hand is covering the medal. So, why not ask the participants to pose the way you want, and...



Figure 7. ...try a variety on the angle, and get a picture that will be published (in your local daily or weekly and even the *Civil Air Patrol News*.)

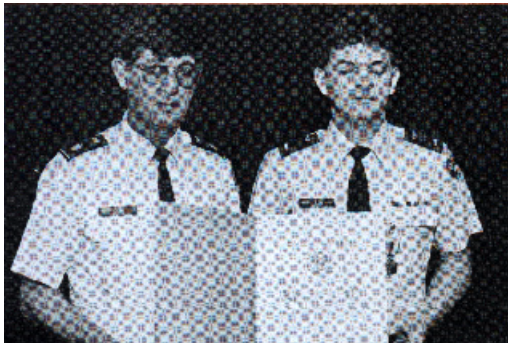


Figure 8. MEANWHILE, even discounting the closed eyes and the unbuttoned shirt pocket, you can get a better shot than this.

REMEMBER – If a presentation is important enough to require a photograph, it is important enough to pose a good picture that newspapers can use.

Figure 9. That's BETTER: The participants are close together and not "mugging" the camera; and this picture would probably get printed. HINT: When you pose a shot like this, take two or four shots. Make sure you get a picture that has the right facial expressions and the subjects are looking at each other.



Figure 10. OH BROTHER! Someone just took a picture that is too big (dead space between the subjects) and doesn't say anything (the handshake almost completely hides the certificate). HINT: If your subjects insist on this type of photograph, don't waste your film.

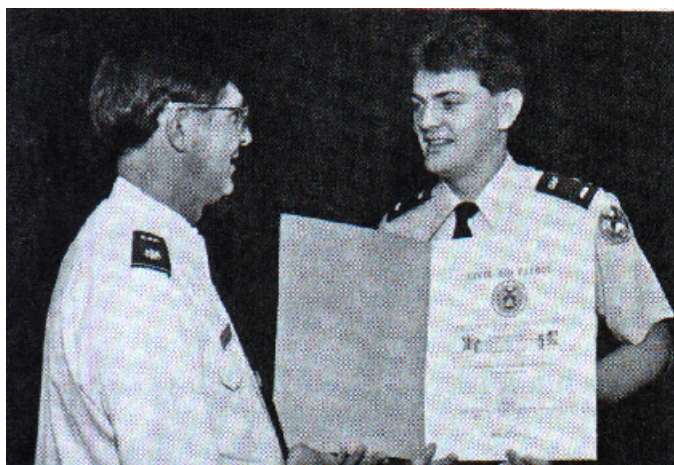


Figure 11. CROP IT and PRINT IT. Congratulations PAO, if you took the time and patience to set this shot up, you will probably be in the news shortly.

REMEMBER – Make sure your subjects have no CAP haircut or uniform violations. That's good image building.

P.S. Practice makes the perfect photographs and complete information makes good cutlines.

Figure 12. BEFORE WE GO – Let us (as PAOs) never, n-e-v-e-r, forget that the recipient (right) is always more important than the presenter. PAOs, now it's up to you!!



SAMPLE INITIAL ANNOUNCEMENTS

Sample daily Announcements to [School Name] Middle School population (twice daily-am & pm) over the intercom system for 5 consecutive school days just prior to the start of the orientation course.

Monday Announcement

"Do you want to fly, learn survival, search and rescue skills, and camp out on weekends? These are some of the activities being offered by the Civil Air Patrol as an after-school program. *Join a great team with the Civil Air Patrol!* The CAP introduction assembly will be held for [e.g., Team A next Monday [date], Team B next Tuesday [date], Team C next Wednesday [date], Thursday, Friday, etc.]."

Tuesday Announcement

"Did you know that when a plane is missing, trained cadets from the Civil Air Patrol can do a large part of the search and rescue work? They marshal search planes, operate the radios, talk to and direct pilots and ground teams, and go into the field as ground teams using electronic tracking equipment. *Join a great team with the Civil Air Patrol!* The CAP introduction assembly will be held for [e.g., Team A next Monday [date], Team B next Tuesday [date], Team C next Wednesday [date], Thursday, Friday, etc., etc.]."

Wednesday Announcement

Throughout hurricane season, Civil Air Patrol cadets work with the Red Cross to evaluate shelters and prepare themselves for possible assistance in times of need. When a hurricane strikes, cadets assist in shelters, work radio communications, and later join search and rescue teams and assist in delivering food, water and other vital supplies to victims. *Join a great team with the Civil Air Patrol!* The CAP introduction assembly will be held for [e.g., Team A next Monday [date], Team B next Tuesday [date], Team C next Wednesday [date], Thursday, Friday, etc., etc.

Thursday Announcement

Civil Air Patrol cadets perform color guard duties for Veteran's Day, Memorial Day, and other patriotic and community functions. They also have drill teams, which compete with other teams across the country in areas of drill and ceremonies, aerospace and leadership knowledge and physical fitness. *Join a great team with the Civil Air Patrol!* The CAP introduction assembly will be held for [e.g., Team A next Monday [date], Team B next Tuesday [date], Team C next Wednesday [date], Thursday, Friday, etc., etc.

Friday Announcement

The Civil Air Patrol has a program for cadets that offers fun and excitement as you learn and work together as a team. Cadets attend summer camps on Air Force bases throughout the state and country. Be sure to come to your class 'team assembly' to find out about the Cadet Program and how to join Civil Air Patrol! *Join a great team with the Civil Air Patrol!* The CAP introduction assembly will be held for [e.g., Team A next Monday [date], Team B next Tuesday [date], Team C next Wednesday [date], Thursday, Friday, etc., etc.

[Unit Name]
CIVIL AIR PATROL
United States Air Force Auxiliary
[address]



LT COL ALLAN ROSE, CAP
PH.954-755-8079
FX 954-897-2212
ARose@Juno.com

THINGS YOU CAN DO FOR YOUR CITY

"Ask not what your city can do for you - Ask what your Squadron can do for your Community!!"

Here are some of the opportunities available to a "CAN DO" Squadron!

- **VETERANS' DAY** - Color Guard and posting of colors (Community Service)
- **MEMORIAL DAY** - Color Guard and posting of colors (Community Service)
- **FLAG DAY** - Color/Honor Guard and posting of colors (Community Service)
- **CITY/TOWN PARADES** - Parade participants, demonstrations, parade marshals and crowd control for parade floats/marchers.
- **AMERICAN RED CROSS** - evaluating hurricane shelters for suitability, shelter management support (Community Service)
- **FESTIVALS** - Parking marshals (Fund Raiser)
- **ST. PATRICK'S DAY** - Parking marshals, vendor (Fund Raiser)
- **JULY 4TH SERVICE** - Honor Guard and posting of colors (Community Service)
- **COLOR GUARDS** - For business openings and anniversaries, swearing in of new politicians, chamber meetings, etc. (Community Service)
- **TOURNAMENTS** - Badge checkers, marshaling parking, escorting dignitaries and public personalities (Fund Raisers)
- **MEMORANDUM OF UNDERSTANDING** - With your City/Police Department (Emergency Services/Disaster Relief)
- **CITY DISASTER PLAN** - Become part of your city's plan for volunteer support (Emergency Services/Disaster Relief)
- **HURRICANE DISASTER PREPAREDNESS SEMINARS** - With city, Red Cross and other agencies (Emergency Services/Disaster Relief)
- **CIVIL AIR PATROL WEEK** - City commission proclamation & ceremony (Community Service and Public Relations)

If you have any other ideas that work for your squadron, please share them with us! Please call me anytime if I can help you.

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Newport News Aviation Academy Flight

Newport News Airport
Old Terminal Building
MEETINGS: 1800-2030 EVERY THURSDAY

"SOAR WITH US"

MISSIONS

1. EMERGENCY SERVICES
2. AEROSPACE EDUCATION
3. CADET PROGRAM

ACTIVITIES

1. ORIENTATION FLIGHTS
2. VARIOUS ACTIVITIES EACH MONTH
3. EMERGENCY SERVICES TRAINING

AUGUST ORIENTATION

1. MEETINGS OPEN TO SIXTH GRADERS
2. MEMBERSHIP ACCEPTED DURING FOURTH MEETING
3. ORIENTATION ON ALL FACETS OF CIVIL AIR PATROL

OPPORTUNITIES

1. TRAVEL
2. SCHOLARSHIPS
3. FUN

VISIT Newport News' FASTEST GROWING PROGRAM

CADETS: Age 12 or attending the sixth grade

SENIORS: 18+

For more information contact Lt Col John Q. Public at 123-4567

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SAMPLE FLYER

[Squadron Letterhead]
CIVIL AIR PATROL
United States Air Force Auxiliary
[address]



[UNIT MIDDLE SCHOOL CONTACT]
PH.xxxxxxxxxxxxxx
Pager.xxxxxxxxxxxxxx

[day], [date] at [time] P.M.!

The [Squadron Name], Civil Air Patrol proudly presents:

**CIVIL AIR PATROL MIDDLE SCHOOL INITIATIVE
INFORMATION NIGHT
FOR PARENTS AND STUDENTS**

Your son or daughter has expressed an interest in the [squadron] Civil Air Patrol Cadet Program, which will be offered to all students as an after-school activity on [day of week] from [time] p.m., starting on [date], 199X.

This unique opportunity to introduce a Cadet Program into [community name] Middle School is a chance for your child to participate in a rewarding program, which will be fun. We will be enrolling students in the program plus adults interested in supporting the Cadet Program as Senior Members.

The Cadet Program is an excellent developmental experience for young men and women attending the 6th grade through age 18. They will have fun in an environment that offers leadership, responsibility, respect, discipline and self-esteem.

The experiences and skills gained will benefit them as they apply for colleges, military academies and employment. It is a self-motivated program, which offers both personal development and team-building skills.

We invite you to attend an information meeting at [school name] **Middle School Cafeteria on [day] evening, [date] at [time] p.m..** We will present program information, answer questions and accept cadet and adult sign-ups.

Thank you for your interest and we look forward to meeting you on [day] evening!

P.S. Please try to attend, but if you are unable, contact [contact name(s)] at [phone numbers] or as listed above to schedule an information session.

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Special Events

CHECKLIST



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Civil Air Patrol
Middle School Initiative

SPECIAL EVENTS CHECKLIST

Use only the items required for your event.

DATE, TIME, LOCATION

- _____ Set date far enough ahead?
- _____ Pick date most suitable for all.
- _____ Be sure date does not conflict
- _____ with other local events.
- _____ Important guests available this
- _____ date?
- _____ Set time for beginning and ending
- _____ event.
- _____ Location of exhibits at location of
- _____ event.
- _____ Minimum amount of restricted
- _____ areas?
- _____ Location big enough for expected
- _____ crowds?
- _____ Location well policed?
- _____ Does date tie in with some date
- _____ famous in history?

PRESS

- _____ "Teaser" releases out early?
- _____ Transportation arranged?
- _____ How many news personnel?
- _____ Special parking area?
- _____ Press center established?
- _____ Tables, typewriters/computers,
- _____ paper, notebooks, pencils,
- _____ telephone, wastebaskets, chairs,
- _____ clips, maps, and dictionaries?
- _____ Latrines for men and women?
- _____ Name cards for each reporter's
- _____ desk?

PRESS (Cont'd)

- _____ Program to be distributed to
- _____ newsmen on arrival?
- _____ Passes and ID tags?
- _____ Helpers for reporters and
- _____ cameramen?
- _____ Refreshments?
- _____ Release dates and deadlines?
- _____ Special place for observing
- _____ feature attractions?
- _____ Personal invitation to press?
- _____ Informal briefing in press center?
- _____ Water cooler and cups?
- _____ Good lighting and extra bulbs?
- _____ Press conference for VIPs if they
- _____ have something to say?
- _____ Handouts and stock photos
- _____ prepared beforehand?
- _____ Someone to clean press center
- _____ day and night?
- _____ Special invitations to newspaper
- _____ top people as opposed to working
- _____ press?
- _____ Maps?
- _____ Clock?
- _____ Schedule of meals and location of
- _____ eating places available?
- _____ Adequate heating or cooling
- _____ system for press room?
- _____ Location of press room as near to
- _____ center of event as possible?
- _____ Blackboard?
- _____ Adequate telephone facilities to
- _____ handle overload?

PRESS (Cont'd.)

_____ Deliver program to press prior to
_____ day of event?

RADIO/TV

_____ Spot announcements on event?
_____ Check with stations on time
_____ available?
_____ Prepare radio/TV booth for event?
_____ Announcer to check facilities
_____ beforehand?
_____ Programs and maps?
_____ Power outlets?
_____ Filler material available?
_____ Replacement parts for equipment?
_____ Information briefing in radio/TV
_____ area?
_____ Elimination of all possible
_____ background interference?
_____ Understanding with the
_____ announcer in event of accident?
_____ Transportation arranged for
_____ radio/TV people?
_____ Passes and ID tags?
_____ Clearance on national hookups?
_____ Out-of-town stations interested?
_____ Coordinate news releases with
_____ radio/TV page in newspapers?
_____ Interviews with VIPs.
_____ Tie in schedule radio/TV time
_____ with radio/TV page in newspaper.
_____ On-the-spot broadcasts for main
_____ attractions?
_____ Possibility of working special
_____ event into some network show?
_____ Use of tape recorder/video
_____ recorder if local station
_____ unavailable at time of event?
_____ Special room ready for
_____ broadcasting when crowd
_____ background undesirable?
_____ Can you inject story or objectives
_____ into program?

ADVERTISING

_____ Get merchants behind event?
_____ Newspaper ads sponsored and
_____ paid for by merchants?
_____ Posters and placards downtown?
_____ Movie trailers?
_____ Window displays?
_____ Hotel lobby exhibits?
_____ Leaflets from plane and
_____ skywriting? (Check local rules.)
_____ Sound truck? (Check with police
_____ department.)
_____ Banners on main street?
_____ Announcements at meetings of
_____ civic and fraternal groups?
_____ Gags?
_____ Military newspapers?
_____ Daily bulletins?
_____ Car-bumper signs?
_____ Funds?
_____ Congratulatory messages from
_____ manufacturers or interested civic
_____ organizations?
_____ Spot radio/TV announcements?
_____ Billboards?
_____ Trade journals?
_____ Decals?

VIPs AND GUESTS

_____ Transportation arranged?
_____ Welcoming committee?
_____ Brief them beforehand on what is
_____ to happen?
_____ Arrange press interviews, if any?
_____ Make eating and housing
_____ arrangements?
_____ Notify commander of arrival of
_____ VIPs?
_____ Arrange for photographs?
_____ Special section for VIPs at
_____ events?

VIPs AND GUESTS (Cont'd.)

_____ Governor?
_____ Commanding general or admiral
_____ of area?
_____ Mayor?
_____ Editors?
_____ Owner of radio/TV stations?
_____ President of chamber of
_____ commerce?
_____ Heads of other civic
_____ organizations?
_____ Commanders of nearby military
_____ bases?
_____ Miscellaneous: model plane
_____ clubs, scouts, ranking officers in
_____ area, veteran's groups?
_____ Refreshments?
_____ Presenting of awards by VIP?
_____ Up-to-date list of state and city
_____ officials?
_____ Check VIP and special guest list
_____ with commander?
_____ Advance publicity on VIPs?
_____ Distinguished persons formerly
_____ members of the Armed Forces?
_____ Editors of labor journals invited?
_____ Women's clubs?
_____ Air Attaches or Liaisons?

LETTERS

_____ Send out well ahead of time as
_____ invitations?
_____ Have commander sign them?
_____ Thank-you letters to all who
_____ aided?
_____ Check VIP and guest list to see
_____ who get them?
_____ Letter to higher headquarters for
_____ necessary clearance?
_____ File of letters of acceptance or
_____ regret?

SPEECHES

_____ Who is going to make speech, if
_____ any?
_____ Is it written?
_____ Public address system?
_____ Platform and speaker stand?
_____ Number of guests on platform?
_____ Sufficient copies for press?
_____ To be broadcast?
_____ Place speaker so that crowd will
_____ not have to stare into sun?
_____ Water and glass?
_____ Who will introduce speaker?
_____ Preparation of scripts for
_____ radio/TV interviews?
_____ Coordination between special
_____ events and descriptive narration
_____ over PA systems/radio/TV?
_____ Decoration of platform?
_____ PA system repairman on hand?
_____ Band to play at conclusion?
_____ What about VIP making speech?
_____ Alternate speaker?
_____ Are speakers acquainted with
_____ occasion?

PHOTOS AND PHOTO OFFICER

_____ Well briefed beforehand?
_____ Take official shots of event?
_____ Use photos in advance publicity?
_____ Cooperate with visiting
_____ photographers?
_____ Transportation readily available?
_____ Camera repair kit?
_____ Telephone for photographers?
_____ Location of one-hour photos for
_____ visiting photographers who want
_____ rush jobs?

MASTER SCRIPT

_____ Prepared in sufficient copies for
distribution to key personnel?
_____ Make timing as nearly perfect as
possible?
_____ Coordinate with checklists to see
that all items are taken care of?
_____ Indicate who does what and when
and where he does it?

DRY RUN

_____ Have at least one well in advance
of big day?
_____ Make notes of all mistakes and
notify all concerned of corrections
or changes?
_____ Run the dress rehearsal as if it
were the actual event?
_____ Invite reporters to see dry run?
_____ Pay particular attention to timing
and interest?

BAD WEATHER

_____ Postpone event only when
absolutely necessary?
_____ Have alternate plan ready if you
plan to stage the event without
postponement?
_____ Inform public beforehand of what
to expect in case of bad weather?
_____ Radio/TV time available at last
minute to inform public?
_____ Films to show if weather
interferes?
_____ Seating available inside?
_____ Power outlets for inside
broadcast?
_____ Transportation for VIPs?
_____ Move exhibits inside?
_____ Who has final authority on a
cancellation?

BAD WEATHER (Cont'd.)

_____ Gate signs to announce change?
_____ Umbrellas for VIPs?
_____ Notify your own personnel of
change?

TRANSPORTATION

_____ Keep transportation officer fully
posted on your needs?
_____ Capable drivers properly briefed
and dressed?
_____ Cars/vans plainly numbered?
_____ Name tags to include car/van
numbers?
_____ Train/bus/airplane arrivals and
departures?
_____ Local transportation to and from
event location?
_____ Special transportation for school
children or other organized
groups?
_____ Cars for working press/radio/TV?
_____ Meet incoming transportation
bearing press representatives or
VIPs?
_____ Post transportation schedules?
_____ Parking arrangements at various
locations?
_____ Handling of baggage on arrival
and departure?
_____ Return reservations?
_____ Transportation between
demonstrations?
_____ Publicity to inform public of
transportation available?
_____ Can personal transportation be
used?
_____ Stand-by vehicles to handle
emergency transportation
problems?
_____ Emergency equipment for
accidents?

HOUSING AND FEEDING

_____ Keep housing officer posted on
your needs?
_____ Keep food service posted on your
needs?
_____ How many meals?
_____ Towels & soap in quarters?
_____ Shoe shine service?
_____ Where and when served?
_____ Mixed parties?
_____ How fancy?
_____ Who pays where and when?
_____ Special dinner for VIPs?
_____ Additional liquor available with
legal means of disposition?
_____ Cover housing and feeding angle
in advance material given to
media?
_____ Inform visitors from distance of
weather and dress?
_____ Advise ladies of proper dress,
slacks if plane trip involved?
_____ Separate housing for ladies?
_____ Get names in advance and plan
accordingly?
_____ Set up separate dining room, if
necessary?
_____ Decorate tables, if possible?
_____ Hotel reservations, if any, well in
advance?
_____ Additional food personnel, if
necessary?
_____ Lunch boxes prepared, if
necessary?
_____ Arrangements made to awaken
party and get it to point on time?
_____ Extra blankets and linens?
_____ Special food consideration –
religion Fridays, Jews, Moslems?
_____ Assignments made to rooms?
_____ Reservations confirmed?
_____ Ready for an unexpectPted guest
or two?
_____ Guides to accompany guests to
housing?

HOUSING AND FEEDING (Cont'd.)

_____ Clothes pressing service?
_____ Baggage & ID tags?
_____ Daily newspaper for VIPs?
_____ Transportation of baggage on
arrival and departure?

HOSPITAL

_____ Hospital(s) informed of event.
_____ Medical personnel posted on
situation and needs?
_____ Additional ambulance and drivers
posted at proper spaces?
_____ First aid tents for large crowds?
_____ Exhibit or demonstration by first
aid team?

UTILITIES AND SUPPORT

_____ Posted on needs?
_____ All necessary facilities in shape?
_____ All streets open for traffic?
_____ Traffic signs in place?
_____ Entrances given a new brush up?
_____ Field specially policed for event?
_____ Prepared maps of area of event?
_____ Power lines?
_____ Electrical outlets for special
equipment on stage, temporary
platforms, band shell, etc.?
_____ Firemen and crash crews briefed?
_____ Heating or cooling in buildings?
_____ Plumbing facilities for exhibits?
_____ Latrine facilities for crowd?
_____ Signs?
_____ Chairs?
_____ Halyards and flags?
_____ Mark seats on platform and hand
diagrams to guests before they
mount platform?
_____ Maintenance and repair during
event?

UTILITIES AND SUPPORT (Cont'd.)

- _____ Waste containers?
- _____ Walk up stands for parked aircraft?
- _____ Stands for concessionaires?
- _____ Work orders submitted well in advance?
- _____ Lawns mowed?
- _____ Teardowns at end of event?
- _____ Prepare parking area?
- _____ Special lighting
- _____ Wrecker to stand by for auto accidents or problems?
- _____ Platforms?

MILITARY POLICE & SECURITY

- _____ Fully posted?
- _____ Availability of guards?
- _____ Additional guards from other locations?
- _____ Enlist aid of other CAP units?
- _____ Guards properly briefed and posted?
- _____ Passes?
- _____ Check on retreat ceremony (eliminate if not incorporated into main event)?
- _____ Early arrivals and late departures?
- _____ Lost children and property?
- _____ Restricted areas properly marked?
- _____ Guards assigned to dignitaries?
- _____ Guards informed of lifting of restrictions?
- _____ Greeters to hand out maps and programs?
- _____ Special detail to handle flight line crowds?
- _____ Stand-by crew for accidents?
- _____ To inform Public Affairs of VIP arrival?
- _____ Guards properly dressed?
- _____ Special guard detail to handle traffic?

MILITARY POLICE & SECURITY (Cont'd.)

- _____ Honor Guards for VIPs?
- _____ Check latrines for obscene writings?

CIVILIAN POLICE

- _____ Chief of police fully informed?
- _____ Necessary police posted?
- _____ Coordinated with military police?
- _____ State police notified, if necessary?
- _____ Roads to and from event patrolled on day of event?
- _____ No Parking Signs?
- _____ Plain clothes men?
- _____ Number of police needed?
- _____ Where needed?
- _____ Officer in Charge?
- _____ Transportation to and from events?
- _____ Coordinate changes in traffic regulations?
- _____ Handling of arrest or problems?

FIRE CHIEF AND SAFETY

- _____ Fully briefed?
- _____ Additional personnel, if necessary?
- _____ Fire alarms and boxes in working order?
- _____ Platforms and bleachers constructed sturdily?
- _____ Proper precautions in case of chemical demonstration?
- _____ Ground rules prominently displayed?
- _____ No smoking signs where needed?

LATRINES

_____ Number needed?
_____ Location(s)?
_____ Signs on latrines and for direction
_____ purposes?
_____ Lighting?
_____ Attendants needed, especially in
_____ ladies' lounges?
_____ Spotlessly clean?
_____ Supplied with towels, tissue,
_____ sanitary pads, soap, mirror, etc.?
_____ Hot water for wash rooms?
_____ Well policed all during events?
_____ Check latrines for obscene
_____ writings?

PARKING

_____ Coordinate with all police
_____ agencies, security, etc.?
_____ Too much space better than too
_____ little?
_____ Areas not too far from event?
_____ Signs to direct traffic to areas?
_____ Full time guards to supervise
_____ traffic and parking?
_____ Laid out to avoid congestion at
_____ end of event?
_____ Lanes marked to insure uniform
_____ parking?
_____ Special area for media and VIPs?
_____ Oiled areas to settle dust?
_____ "No Parking" signs where
_____ necessary?
_____ Parking spots for media trucks?

ENTERTAINMENT

_____ Public address system?
_____ Funds available?
_____ Where and when?
_____ Seating?
_____ Ushers?
_____ Transportation of entertainers?

ENTERTAINMENT (Cont'd.)

_____ Cocktail party?
_____ How much liquor?
_____ Who pays?
_____ Luncheon and seating
_____ arrangements?
_____ Who pays for outside
_____ entertainment?
_____ Arrange for outside entertainment
_____ well in advance?
_____ Passes for outside entertainment?
_____ Food and housing, if needed?
_____ Possibility of local broadcast?
_____ Special service officer fully
_____ briefed?
_____ Skits in connection with open
_____ house?
_____ Entertainment mentioned in news
_____ releases and announcements?
_____ Talent available?
_____ Stage, screen, and radio props?
_____ MC's and announcers?
_____ Guest list?
_____ Passes for guests?
_____ Refreshments?
_____ Waiters and Waitresses?

FILMS

_____ Suitable films on hand in case
_____ program is interrupted because of
_____ weather?
_____ Possibility of including film in
_____ program?
_____ Screens?
_____ Acoustics?
_____ Projectors/extra lamps and
_____ projectionists?
_____ Publicity sheets on special films?
_____ List of available films with
_____ running times?
_____ Seating?
_____ Signs?
_____ Sound equipment used?

FILMS (Cont'd.)

_____ Possibility of furnishing speaker
_____ with film?

DECORATIONS

_____ Entrances & exits?
_____ Speakers platform?
_____ Exhibits & Displays?
_____ Flags properly displayed?
_____ Building?
_____ Materials on hand?
_____ Funds?
_____ Personnel to do decorating?
_____ Cocktail party, luncheon,
_____ entertainment?

SIGNS AND PLACARDS

_____ For advertising?
_____ For information?
_____ Location in town?
_____ Location at event area?
_____ Entrances?
_____ Material available?
_____ No Parking, No Smoking,
_____ Restricted, Latrines, Parking
_____ Area, Press Center, entrances,
_____ exits, etc.?
_____ Placards in place for dry run?
_____ Who will place signs in position?
_____ Save for future events?
_____ Placards or personnel, or both to
_____ explain all exhibits?
_____ Placards imperative in downtown
_____ displays?

PROGRAMS AND SOUVENIERS

_____ How many?
_____ Who will print them?
_____ Who will distribute them?

PROGRAMS AND SOUVENIERS (Cont'd.)

_____ Where and when?
_____ Funds?
_____ Excellent opportunity for
_____ plugging Armed Forces?
_____ Distribute to key personnel before
_____ dry run?
_____ Possibility of printing most of
_____ program in newspaper day before
_____ event?
_____ Possibility of having most of
_____ program read over air day before
_____ event?
_____ Commander to approve program
_____ before printing?
_____ Type of souvenirs (if separate
_____ from programs) photographic,
_____ cartoon airplane, silhouettes, etc.?

ENTRANCES AND EXITS

Adequate?
Attractive?
Well marked?
Signs to tell what is happening?
Illuminated for night event?
Check with security?
Neatly dressed guards and
guides?
Good place for distributing
program?
Telephone tie-up with major
exhibits, press center, PA system,
etc.?
Established to expedite flow of
traffic?

PARADE OR REVIEW

_____ Check with security & police?
_____ Practice, if possible?
_____ Get the timing perfect?

PARADE OR REVIEW (Cont'd.)

_____ Arrange suitable route and check
_____ with police & mayor?
_____ Check Chamber of Commerce
_____ about floats?
_____ Schools and organizations for
_____ bands and other participants?
_____ People who know drill and
_____ ceremonies?
_____ Guards to mark intersections and
_____ turns?
_____ Starting point?
_____ Review point?
_____ Dispersal point?
_____ Decorations?
_____ Reviewing stand?
_____ Chairs?
_____ Order of rank of VIPs?
_____ Parade Marshal?
_____ Troops properly dressed?
_____ Review at close of open house?
_____ Assembly point for participants?
_____ Awards and Decorations?
_____ Grandstand or area for public to
_____ stand in?
_____ PA system to explain parade and
_____ conduct it?
_____ Announcer will be briefed?
_____ Special attention to families of
_____ those receiving awards?
_____ Possibility of having VIP hand
_____ out the awards?
_____ Local police to clear parade
_____ route?

BAND

_____ Availability on this date?
_____ Leader fully briefed?
_____ Schedule set up?
_____ Numbers to be played?
_____ Necessary props?
_____ Public address system?
_____ Compliance with regulations?

BAND (Cont'd.)

_____ Transportation of members and
_____ instruments?
_____ Marching band, concert band,
_____ dance band?
_____ Special uniforms for band?

ASSISTANTS

_____ Adequate helpers who have
_____ specific duties assigned to them?
_____ A list of assistants & their jobs?
_____ Assistants in Public Affairs to
_____ handle designated portions of
_____ events?
_____ Carpenters, electricians,
_____ projectionists, announcers, sign
_____ printers, etc.?

ESCORTS AND GUIDES

_____ Officers, enlisted personnel or
_____ civilians?
_____ Number needed?
_____ Where and when?
_____ Fully briefed on their duties?
_____ Brassards and uniforms?
_____ Present at dry run?
_____ How many visitors to each?
_____ Special escorts for VIPs?
_____ Coordinate with military police?
_____ Know location of all parts of
_____ event and key buildings?
_____ Assembly point?
_____ Stress patience and courtesy?
_____ Length of time to be spent at each
_____ spot en route?
_____ Rest stops?
_____ Transportation when necessary?
_____ Relief when event is long?
_____ Bellhops available when checking
_____ in and out of hotel?

ESCORTS AND GUIDES (Cont'd.)

_____ Will they call media & VIP each morning?
_____ Count in determining amount of transportation needed?

FOOD AND DRINK

_____ Will food and drink be available?
_____ Who can best handle this problem?
_____ Refreshment stands and concessions?
_____ Prices?
_____ Mobile canteens?
_____ Additional personnel?
_____ Sanitary?
_____ Location?
_____ What will served?
_____ Signs?
_____ Waste disposal?

AIR OPERATIONS

_____ Include operations officer in all planning?
_____ Will there be flying demonstrations?
_____ Airplanes to be used?
_____ Formation or acrobatics?
_____ When and where?
_____ Safety rules for show?
_____ Dry run?
_____ Special ramps for close-up inspections?
_____ Transportation of VIPs and media in military aircraft?
_____ Notify Commander & Public Affairs Officer of arrival time?
_____ Chutes available for press flights?
_____ Clearance for press flights?
_____ Clearance sheets on hand?
_____ Exhibits in operations area?

AIR OPERATIONS (Cont'd.)

_____ Pilots and crew members well briefed?
_____ Where will crowd be during air show?
_____ Planes ready for departure of VIPs & media?
_____ Keeping transient aircraft away from event area?
_____ Public address system tie-in on air ground channel for in-flight broadcast?

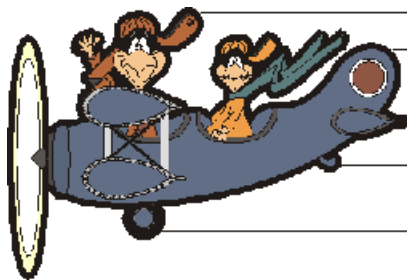
CIVILIAN PERSONNEL

_____ Make civilian personnel part of show?
_____ Brief them on event?
_____ Can be used as guides, escorts, hostesses, drivers, waiters/waitresses, etc.?
_____ Representatives of civilian personnel in on planning of event?

CLEARANCES FOR TRAVEL IN AIRCRAFT

_____ Clear with higher headquarters?
_____ Clearances signed by civilians riding in military aircraft?
_____ Public Affairs Officer's plans cleared with and okayed by Commander?
_____ Any security angles involved?

**Have a great event and
Good Luck!!**



On Patrol

A Handout for People Interested in the Middle School Initiative Civil Air Patrol Program

Hi! My name is Lt Propwash. It is so nice to see you! I hope you will find the Civil Air Patrol (CAP) program just what you are looking for! I know you will learn a lot and go far, if you stick to it!

For more than 50 years, CAP has provided America's youth with exciting and challenging opportunities through the Cadet Program. Tens of thousands of young people have participated in hands-on activities at the local, state, and national level. You, too, can experience the wonder of aviation and space by joining our cadet team and becoming a member of CAP, the Auxiliary of the U.S. Air Force.

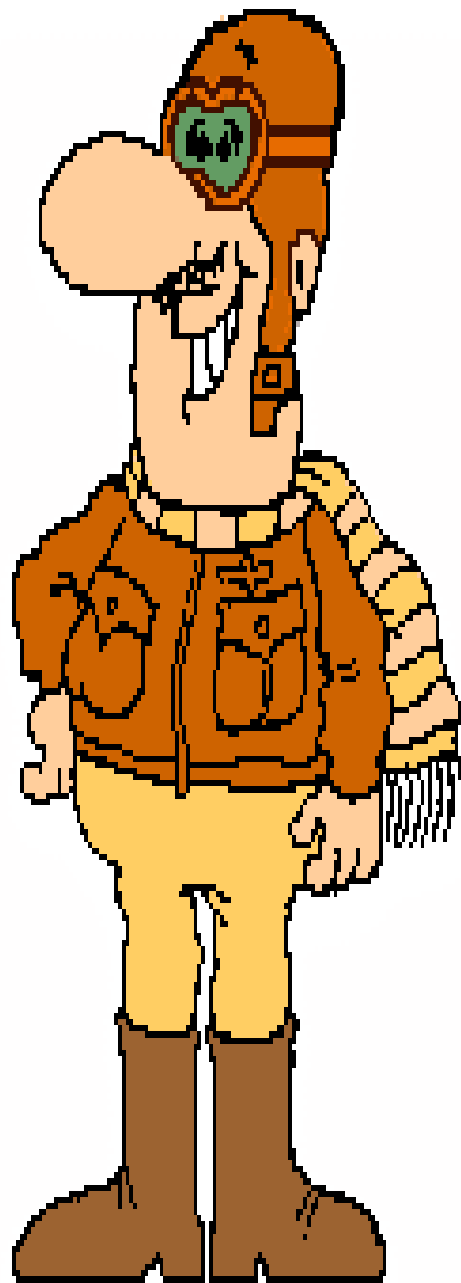
The CAP Cadet Program provides you the opportunity to develop leadership skills through your love of aviation. Parents credit the cadet program for communicating to their children the important role that personal integrity, self-discipline and trust play in their personal and professional success. You will progress through a 16-step program with exciting aviation and aerospace activities occurring on both a local and national level.

In addition to the wide range of local activities, you will have the opportunity to qualify for special national activities such as travel to encampments that focus on a variety of aviation, aerospace, search and rescue, and pararescue courses. One of the many highlights of your cadet career will be earning the honor of attending one of CAP's leadership development schools. The Cadet Leadership School, Cadet Officers School, and International Air Cadet Exchange foster America's future leaders. The highest and most prestigious honor for you is selection onto a national cadet competition team.

Civil Air Patrol was started on 1 December 1941, just before the bombing of Pearl Harbor in Hawaii. CAP performed many duties for the U.S. Army Air Force, the most famous being the Coastal Patrol. CAP actually sunk two German submarines! They also performed border patrol, forest patrol, target towing, transporting of blood, ferrying Army officials, search and rescue, and much more. Today, CAP has three missions: Search and Rescue, Aerospace Education, and the Cadet Program!

As you go through the three-week Orientation Course, you will learn about CAP's outstanding history, CAP Today, and the Cadet Program. I hope you will and decide to join us! I'll be looking for you!

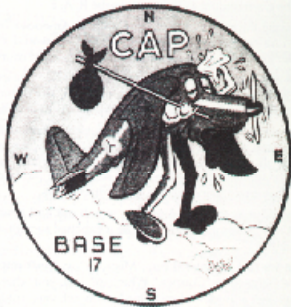
GOOD LUCK AND WELCOME ABOARD!



Civil Air Patrol Images from World War II



Patch for Coastal Patrol Base 20
Augusta, Maine



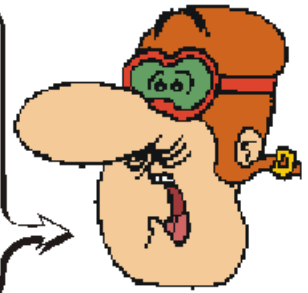
Patch for Coastal Patrol Base 17
River Head, Long Island, NY



World War II Recruiting Poster by Cartoonist
Zack Mosley

This is an example of what one Civil Air Patrol unit, the Texas Forest Service, did during World War II.

Of course, there were many other things that Civil Air Patrol did during the great war... like... finding flyers that had been shot down, towing targets for the Army to practice their shooting skills, flying top brass around to various places, blood transport for the Red Cross and much, much more.



Civil Air Patrol's Texas Forest Service

Jack Phelps, a hard, rough, capable fire patrolman of the TFS, still likes to tell this story:

He was in his lookout tower one day when he noticed a column of smoke arising out of the forest. What puzzled him, though, was that instead of billowing into a cloud as he expected, the smoke was actually decreasing. It just didn't make sense to him.

"I hopped into my car," said Phelps, "and when I reached the scene about a half hour later, I was pleasantly surprised to find three farmers whipping out the last of the flames with pine tops.

"One of them came running toward me waving a pink slip of paper: 'Suh,' he shouted, 'heah's our authorization to fight dis fiah. Dey done dropped it to us in a red bag from an airypine. Hit says dey needs us to volunteer to put out dis fiah and hep save de wood for de wah!'"

Here is what that "pink paper" told the three farmers.

**FOREST FIRE 2 MILES NORTH
OF YOU IS THREATENING TIMBER
THAT IS BADLY NEEDED FOR
OUR WAR EFFORT**

Texas boys are fighting all over the world.

They need **WOOD!**

**YOU CAN HELP THEM BY
STOPPING THIS FIRE!**

Ask some other folks to go with you or go alone if you can.

We will do what we can to get more help.

TIME IS URGENT!

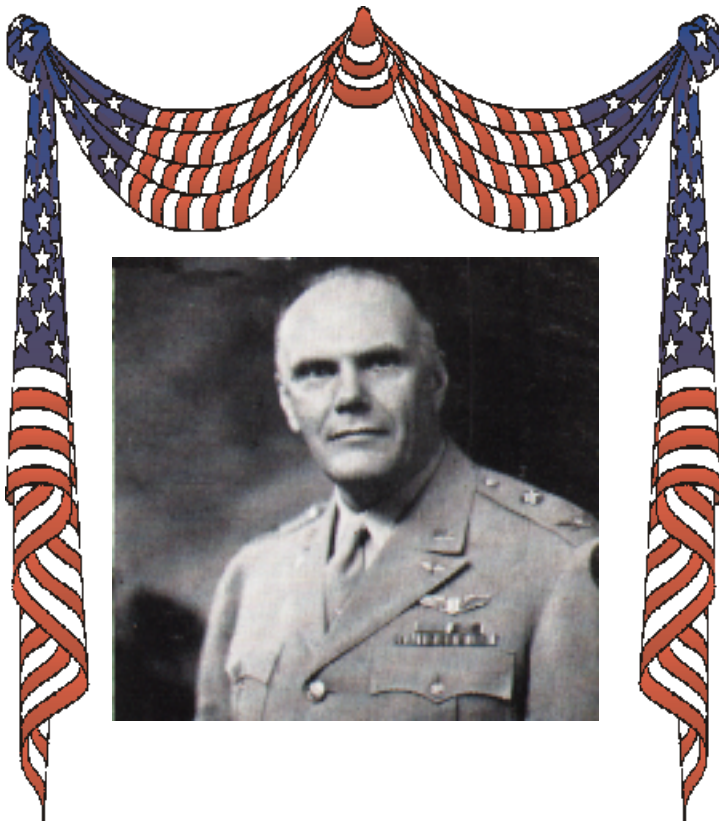
Your minutes will save hours later.

THANK YOU FOR YOUR HELP

Civil Air Patrol

Texas Forest Patrol

The Civil Air Patrol is an auxiliary of
The U. S. Army Air Forces

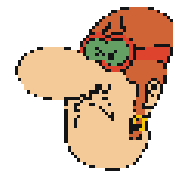


Brigadier General Earle L. Johnson
National Commander

Brigadier General Earle L. Johnson Wartime Leader of Civil Air Patrol

Brig Gen Johnson was killed in an air crash near Cleveland, Ohio, on 16 February 1947, while furthering the peacetime program of Civil Air Patrol. He was promoted posthumously.

Salute!



The following poem was written by a Civil Air Patrol
Coastal Patrol pilot during the early 1940s

By Captain Elbert Eisom

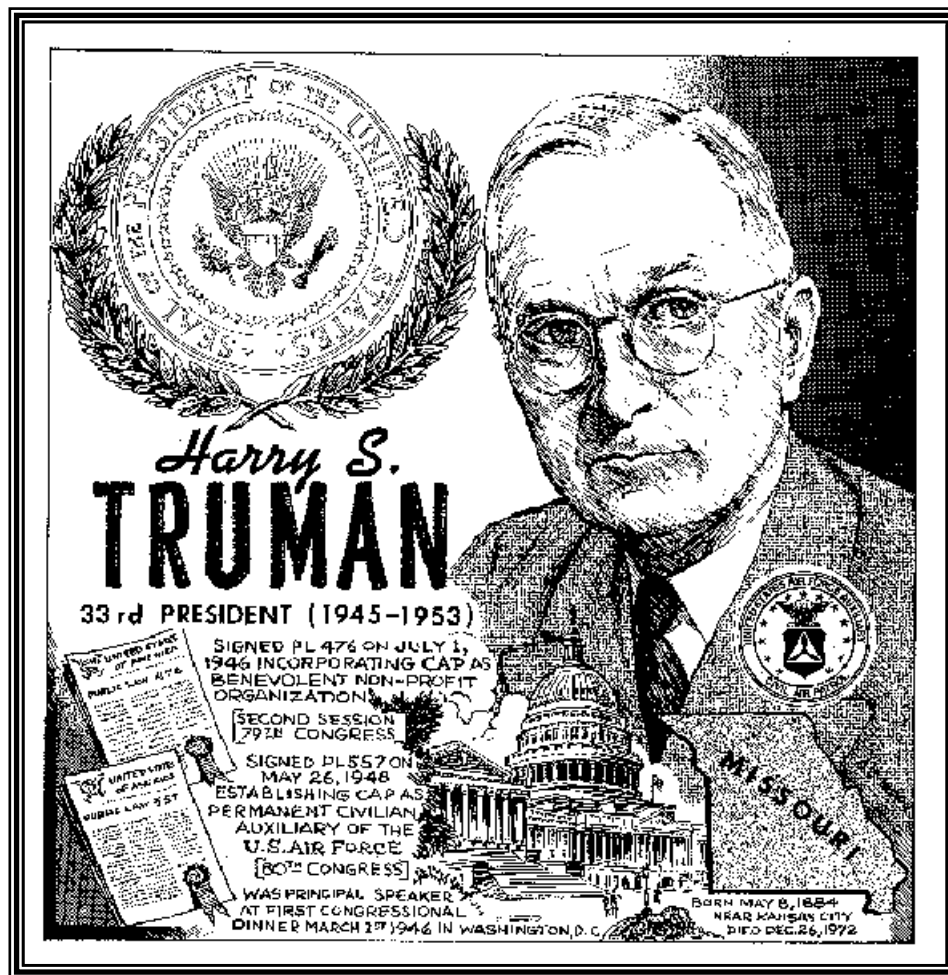
When the cold grey dawn is breaking
And the wolf pack hovers nigh,
When the skipper scans the ocean
With a grim and worried eye,
Then a distant sound grows louder
And brings comfort to his soul,
For he knows his ship is covered by the
Civil Air Patrol!

Facts and Figures

Coastal Patrol

5 March 1942 – 31 August 1943

Operated for 18 months
Total of 21 bases
Flew 86,685 missions
Total of 244,600 hours over water
Equivalent of 24,000,000 miles
Summoned help for 91 vessels in distress
Summoned help for 363 survivors of attack
Reported 17 floating mines
Flew 5,684 special convoy missions
Spotted 173 submarines
Sank 2
Dropped 83 depth charges on 57
Pursued 50 more
26 CAP pilots and observers killed
7 seriously injured
90 aircraft lost



President Harry S. Truman

Hidden Words

Words that are used in Civil Air Patrol are hidden below. Some words are hidden backward, up, down, or horizontal. See if you can find: DRILL, CADET, CIVIL AIR PATROL, AEROSPACE, EMERGENCY, PLANE, ROCKET, BIVOUAC, BDUS, BLUES, BOOTS, STRIPE, FIRST AID, CPR, RADIO, ELT, FORMATION, FLY, UNIT, MEMBER, FLIGHT, LINE.

N	O	I	T	A	M	R	O	F	L	I	G	H	T	F
B	M	P	L	A	E	R	O	S	P	A	C	E	I	L
C	B	L	D	F	I	E	M	E	R	G	E	N	C	Y
D	I	A	T	S	R	I	F	W	S	T	R	I	P	E
Y	V	N	E	X	D	S	E	U	L	B	O	O	T	S
S	O	E	D	Z	R	E	B	M	E	M	C	I	L	C
U	A	D	A	T	I	N	U	Q	P	O	K	D	E	P
D	A	O	C	L	L	I	N	E	N	D	E	A	C	R
B	C	I	V	I	L	A	I	R	P	A	T	R	O	L

Good Luck!



****CIVIL AIR PATROL
CADET OATH****

I pledge that I will serve faithfully in the Civil Air Patrol Cadet program, and that I will attend meetings regularly, participate in unit activities, obey my officers, wear my uniform properly, and advance my education and training rapidly to prepare myself to be of service to my community, state and nation.

****Civil Air Patrol Honor Code****

I shall not lie, cheat or steal, nor tolerate those who do.

****Civil Air Patrol Motto****

Semper Vigilans - Always Vigilant

****The Three Missions of
Civil Air Patrol****

1. **Emergency Services** - To provide humanitarian assistance in peacetime and domestic disasters, as well as civil defense and military services in a national emergency.
2. **Aerospace Education** - To educate the general public in the fields of aerospace history, power, and technology.
3. **The Cadet Program** - To develop and motivate the youth of the country to leadership and responsibility in the community, state, and nation, through an interest in aviation.

Cadet Membership. Students in the MSI program will make up a majority of the unit. Being a MSI cadet is a rewarding experience and seeing the program through is an extraordinary achievement. All applicants for MSI membership must meet the following prerequisites:

- Twelve years old or attending the sixth grade.
- Enrolled in selected school with a satisfactory (C or better) record of academic achievement.
- United States citizen or alien lawfully admitted for permanent residence in the US and its territories and possessions or any lawfully admitted noncitizen residing in the United States who has been specifically approved by CAP National Headquarters/DP.
- Good moral character.

Adult Memberships:

- Senior Members
- Aerospace Education Members
- Cadet Sponsor Members
- Moral Leadership Officers



*Middle School
Initiative*

*Civil Air Patrol
Cadet Program*

Middle School Initiative

Civil Air Patrol Cadet Program

One of the most exciting ventures in the Cadet Program in many years is the Middle School Initiative (MSI). This program, managed by the Cadet Programs Curriculum Developer, places Civil Air Patrol squadrons or flights from a squadron into middle schools during the day or as an after-school activity. This is an innovative attempt to reach students in a manner that teaches respect, manners and accountability while developing their potential as tomorrow's leaders. It is achieving growing success in both inner city and rural schools alike.

The focus of MSI is to complete 8 of the 16 cadet program achievements over a 3-year period and to provide the cadet with an opportunity to achieve the Mitchell Award. Upon completion of Achievement Eight, cadets will be well versed in aerospace education, fundamental leadership theory and application, physical fitness, moral leadership and other training activities that may not be available to their peers. Additionally, they will receive training in emergency services, communications, model rocketry and flight orientation.

MSI is predominantly composed of minority students with the vast majority of the participating schools in the inner city. MSI provides the Air Force with an excellent

opportunity to reach minority children long before high school. This is at a critical point in their development where it can influence their career decisions.

The most crucial component of the MSI program is a standardized curriculum. The curriculum consolidates all requirements into training schedules and lesson plans focusing on development of well-qualified cadets. Each session is two hours in length; there are 18 sessions per semester and 36 sessions per school year.

The MSI curriculum and seeding of the program at the state level has the potential of exposing thousands of minority children annually to the possibilities of flying and an Air Force career. No other program is presently available with the potential long-term mentoring so crucial to positively influence youth.

Statement from Office of National Drug Control Policy (ONDCP): "Prevention is the ultimate key to reversing the upward trend in the use of drugs and empowering communities to address their drug problems. Central to this effort is the development and implementation of initiatives to prevent illicit drug use, including casual use by youth and other high-risk populations. The most effective strategies for preventing drug use, keeping drugs out of neighborhoods and schools, and providing a safe and secure environment for all people are cooperative efforts that mobilize and involve all elements of a community."

The MSI program encompasses many different



aspects from drill and ceremonies to military customs and courtesies to radio communications to rocketry. Detailed training schedules and lesson plans have been developed for you. MSI offers young people the opportunity to be trained in the following areas:

- CPR
- First Aid
- Leadership
- Aerospace Education
- Physical Fitness
- Moral Leadership
- Radio Communications
- Close Order Drill
- Direction Finding for Emergency Locator Transmitters
- Many other areas

For more information on how to join the Middle School Initiative – Civil Air Patrol Cadet Program contact:

Name _____

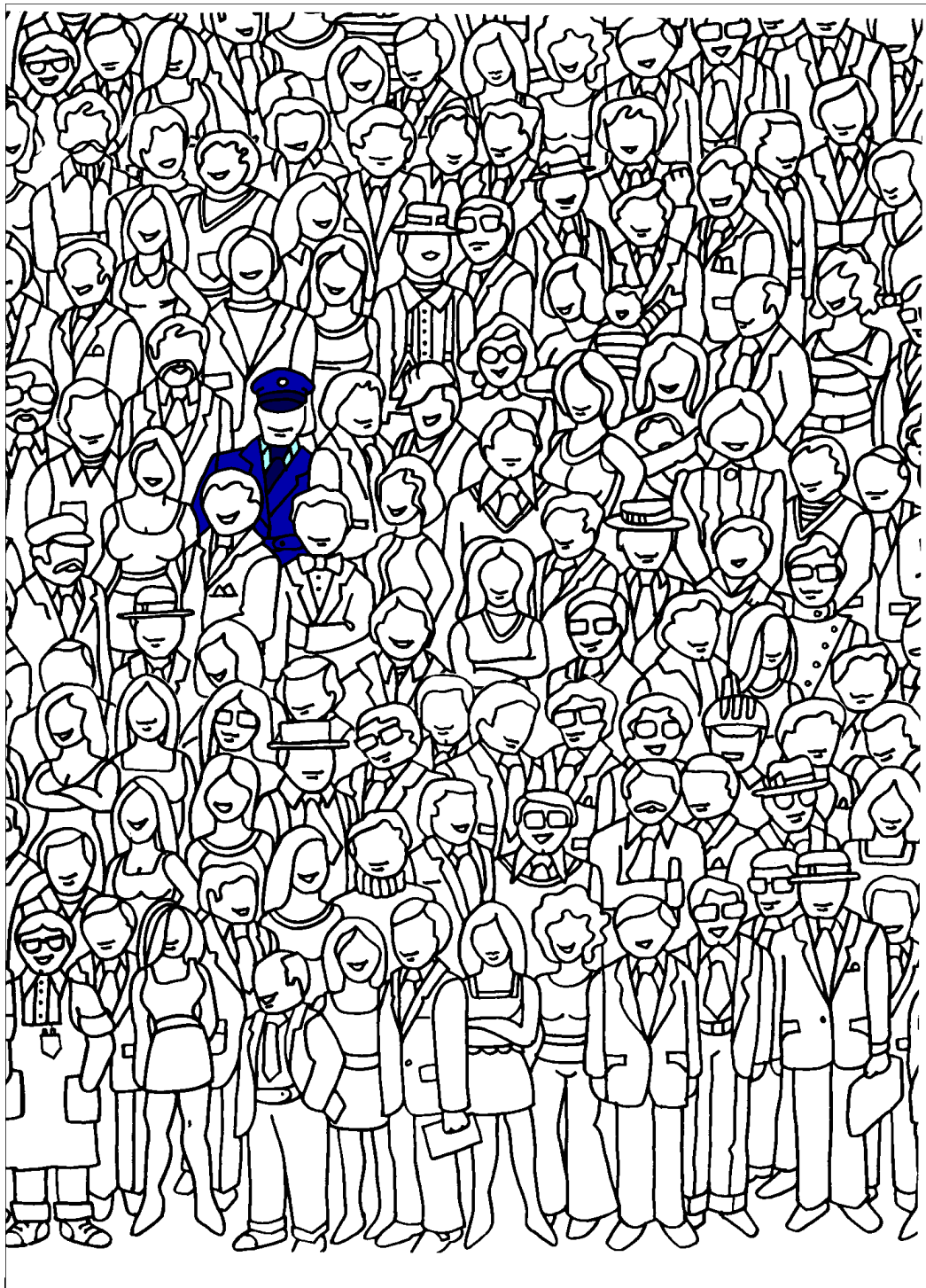
Phone _____

School _____

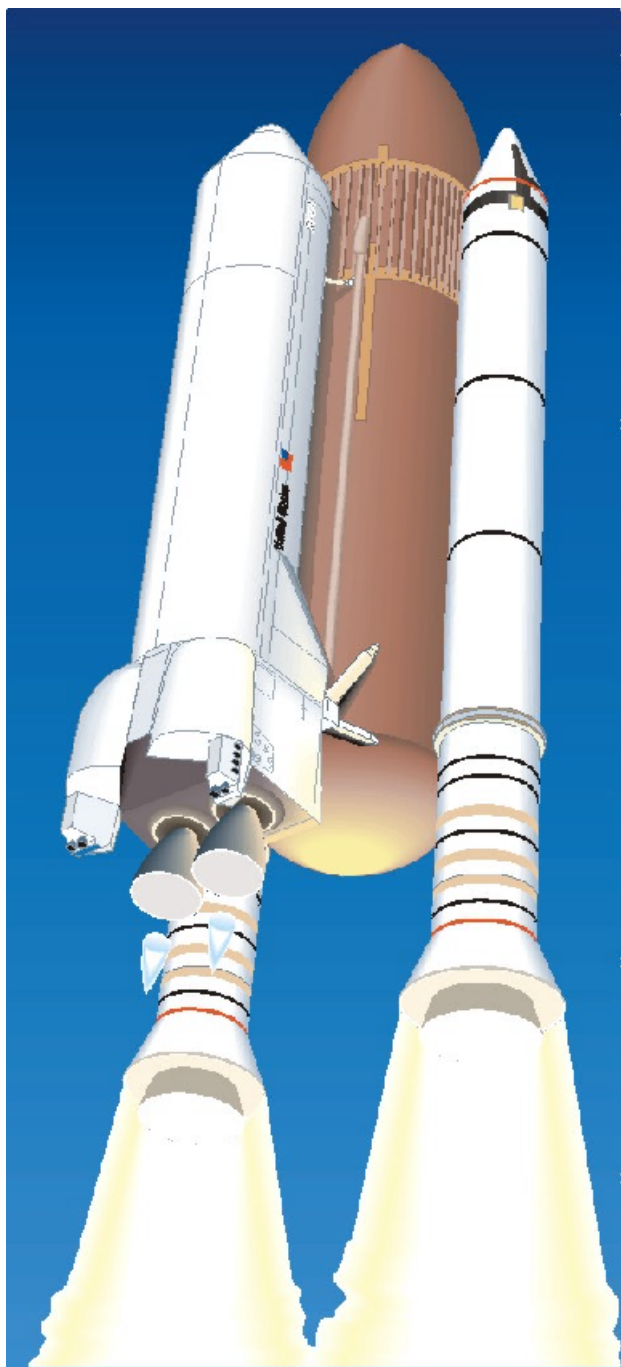


FOR THE MIDDLE SCHOOL INITIATIVE
CIVIL AIR PATROL PROGRAM

DARE TO BE DIFFERENT!!!

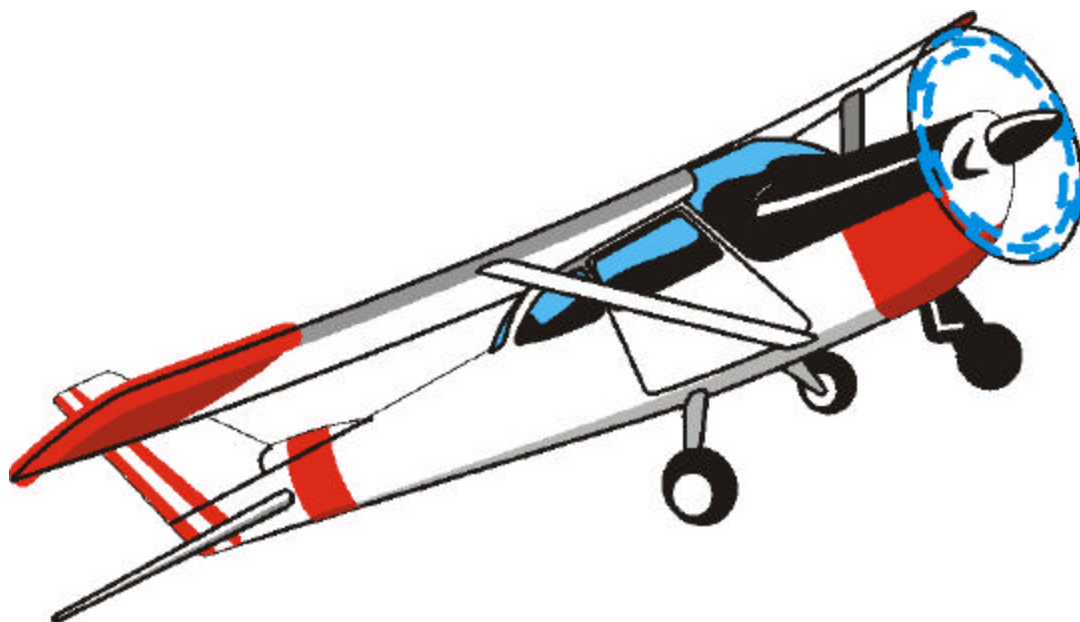


**JOIN NOW!!
CIVIL AIR PATROL
U.S.AIR FORCE AUXILIARY**



BLAST OFF with the
MIDDLE SCHOOL INITIATIVE
CIVIL AIR PATROL PROGRAM

The Sky's the Limit



*With
Civil Air Patrol*
Contact:

NEWSPAPERS

Name _____

Address _____

City, State, Zip Code _____

Frequency (Daily, Weekly, Etc.) _____

Publication Date/Time of Day _____

Editor's Name _____

Phone Number _____

Reporter Assigned to Civil Air Patrol _____

Phone Number _____

News Deadline (Day or Hour) _____

Type of Photographs Used (Glossy, Matte, Etc.) _____

Size Required _____

Color or Black/White _____

News Style Preferred _____

How do you like news releases handled? _____

Do you have a Community Bulletin Board? _____

Requirements for submission _____

Person to contact _____

Any additional information that might help us help your paper. _____

THANK YOU!!!

_____ Squadron, _____ Wing, Civil Air

Patrol, _____

RADIO STATIONS

Call Letters _____ Dial Number _____ AM/FM _____

Hours of Operation _____

Address _____

City, State, Zip Code _____

Program Director _____

News Director _____

Public Service Director _____

Station Manager _____

Telephone Numbers _____

News Broadcast Times _____

News Deadline _____

Tape Format Preferred _____

PSA Announcements? _____

Preferred Format _____

Network Affiliation _____

Do you have a Community Bulletin Board? _____

Requirements for submission _____

Person to contact _____

Any local community interest shows? _____

Requirements _____

Person to contact _____

Any additional information that might help us help your station. _____

THANK YOU!!!

_____ Squadron, _____ Wing,

Civil Air Patrol, _____

TELEVISION STATIONS

Call Letters _____ Channel Number _____

Hours of Operation _____

Address _____

City, State, Zip Code _____

Program Director _____

News Director _____

Public Service Director _____

Station Manager _____

Telephone Numbers _____

News Broadcast Times _____

News Deadline _____

Tape/Slides Format Preferred _____

PSA Announcements _____

Preferred Format _____

Network Affiliation _____

Do you have a Community Bulletin Board? _____

Requirements for submission _____

Person to contact _____

Any local community interest shows? _____

Requirements _____

Person to contact _____

Any additional information that might help us help your station. _____

THANK YOU!!!

_____ Squadron, _____ Wing,

Civil Air Patrol, _____